

试卷代号:1360

国家开放大学(中央广播电视大学)2018年春季学期“开放本科”期末考试

高级商务英语阅读 试题

2018年7月

注 意 事 项

一、将你的学号、姓名及分校(工作站)名称填写在答题纸的规定栏内。考试结束后,把试卷和答题纸放在桌子上。试卷和答题纸均不得带出考场。监考人收完考卷和答题纸后才可离开考场。

二、仔细读懂题目的说明,并按题目要求和答题示例答题。答案一定要写在答题纸的指定位置上,写在试卷上的答案无效。

三、用蓝、黑圆珠笔或钢笔答题,使用铅笔答题无效。

Information for the examinees:

This examination consists of three parts. They are:

Section One: Reading Comprehension (75 points, 70 minutes)

Section Two: Words (10 points, 10 minutes)

Section Three: Translation (15 points, 10 minutes)

The total marks for this examination are 100 points. Time allowed for completing this examination is 90 minutes.

Section One Reading Comprehension (75 points)

Part 1 Questions 1-7. (21 points)

**Read the following passage and then match the statements (1-7) to the letter (A, B, C or D).
(3 points each)**

Branding Your Business to Make More Money

A

Branding your company should be the first thing a company does. You have to convince potential customers to buy from you. Very few people have a monopoly like Microsoft or Ebay. Everyone else needs to steer business to their company or product. When people think about your company, what is their impression? For my company, Solutions Ink, I wanted to portray a fresh, professional, ease of use type of company whose product meets their quality needs while helping their business. I wanted to portray Solutions Ink as always on the fore front of the printing and promotional product industries.

B

To achieve this I needed to tell potential customers of new and innovative products for the printing industry. Variable data, large format digital printing, digital printing with pantone colors, label and form combinations, magnet and form combinations and e-commerce ordering systems. How best to show customers than actually devise a campaign where the product you are trying to educate your customers about is sent out to them to give them ideas how to use this product to help their businesses. One campaign I organized was to compile a list of fashion retailers whose logos were specific pantone colors that are not reproduced well in 4 color process printing. Today with 6, 8 and 10 color presses you can print in 4 color process and 2 pantone colors quite easily. This keeps the integrity of the company's logo intact in their big marketing or flyer campaigns. This is OK for large run printing jobs. The problem is that even for large chains, you tend to have regional sales in a small amount of stores. The store displays usually are done in small numbers and are printed digitally. Today there are certain digital presses that can insert pantone colors on top of the 4 color process printing. After devising a mock up campaign and targeting by variable data the buyers of these retail fashion chains, I was able to secure 2 large accounts for present and future business.

C

This technique can be applied to any industry. The key is to really know your product and the strengths of your company. The next step is to educate your customers on your company's merits. Then you must reinforce your image constantly to stay in your existing customers mind, as well as peak the curiosity of potential new customers.

D

Once you have achieved this, giving out promotional products is a useful way of staying on their minds. The trick is to find a great promotional product, that fits you budget, is useful to the end user and doesn't shout your name too boldly. Humor is a great way to have your customers keep your stuff. The items seen most times for an office person are calendars and coffee mugs. To be different in the Montreal Promotional Product market, Solutions Ink sent out to all existing customers a 14 ounce special mug which was imprinted with thermo chromic ink. The ink is heat sensitive and evaporates on heat and returns on cold. With this you can print something underneath the thermo chromic ink which is revealed when cold. On the outside we simply put the word STRESS in red over a black background. Most people who work know about stress. The humor side was that when you poured your hot coffee the message turned into stress free at Solutions Ink. It proved to be a simple inexpensive idea that our customers really enjoyed and every time I stop at one of their offices I readily spot our mugs.

The trick is to plan out your actions. Research the market, research your company's attributes and brand your company's image positively and constantly. Following these steps should help your company stand out from the competition and make yourself more successful.

Now match the statements (1-7) to the letter (A, B, C or D).

1. To achieve the aim of branding, you need to let your potential customers know about your products.
2. You have to keep the image of your product fresh in the mind of your potential customers.
3. Humor is an important consideration in choosing your promotional product.
4. One campaign of Solutions Ink was to show that the printing result was not very good using the traditional technology.

5. Branding is aimed at making your company most impressive to your potential clients.

6. Knowing the market and knowing the positive qualities of your company is essential in making your company more memorable among your potential customers.

7. Branding is an educational campaign directed at your potential customers.

Part 2 Questions 8-14. (21 points)

Read the following passage and choose the best sentence (A-G) to fill each of the gaps. (3 points each)

Useful Tips on Reducing Insurance Costs

Most people want lower insurance costs but are often too lazy to do anything about it.

(8) _____.

Here are some useful tips on reducing insurance costs:

Shop Around

(9) _____. It'll take some time, but could save you a good sum of money.

Check consumer guides, insurance agents and online insurance quote services. Ask friends what they are paying for their policies. (10) _____. But don't consider price alone. The insurer you select should offer a fair price and deliver quality service.

Raise Your Excess Amounts

Excess amounts are the amount of money you have to pay toward a loss before your insurance company starts to pay a claim, according to the terms of your policy. (11) _____.

Buy your home and car policies from the same insurer

Some companies that sell homeowner, car and personal liability insurance policies will offer you a reduced premium if you buy two or more insurance policies from them. (12) _____.

Improve your home security

You can usually get discounts for fitting a smoke detector, burglar alarm or dead-bolt locks. Some companies offer quite substantial reductions on premiums if a sophisticated sprinkler system and a fire and burglar alarm that rings at the police, fire or other monitoring stations are installed. (13) _____. Before you buy such a system, find out what kind your insurer recommends, how much the device would cost and how much you'd save on premiums.

Maintain a good credit record

Establishing a solid credit history can cut your insurance costs. (14)_____.

To protect your credit standing, pay your bills on time, don't obtain more credit than you need and keep your credit balances as low as possible.

Stay with the same insurer

If you've kept your policy with a company for several years, you may receive a special discount for being a long-term policyholder. But make certain to periodically compare this price to ensure that you are getting the most competitive price.

Now choose the best sentence (A-G) to fill each of the gaps.

- A Although it may sound an obvious thing to do, you will be surprised at how many people just renew their policy without comparing prices.
- B The higher your excess, the more money you can save on your premiums.
- C Insurers are increasingly using credit information to price homeowners' insurance policies.
- D These systems aren't cheap and not every system qualifies for a discount.
- E This will give you an idea of price ranges and tell you which companies have the lowest prices.
- F But make certain this combined price is lower than buying the different policies from different companies.
- G All it takes is a little time and effort and you could be looking at a reduced insurance premium.

Part 3 Questions 15-20. (18 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

1. Choose a sound financial lifestyle

This is the first thing you should do before investing: Graduate from the paycheck mentality to the net worth mentality.

People with paycheck mentality spend to the max based on their net incomes. Their financial lifestyle is all about earning to spend. On the other hand, people with net worth mentality focus on building net worth over the long term.

Paying your high-interest debts is the highest, risk-free, tax-free return on your money

that you can possibly earn.

When establish an emergency fund, six months living expenses is adequate for most people.

2. Keep it simple

Simple investing strategy almost always beats the complicated ones. Index investing takes very little investment knowledge, practically no time or effort-and outperforms about 80 percent of all investors. Instead of hiring an expert or spending a lot of time trying to decide which stocks or actively managed funds are likely to be top performers, just invest in index funds and forget about it.

3. Invest in the most tax-efficient way possible

For all long-term investors, there is only one objective-maximum total return after taxes. Tax can be your biggest expense, so it's important to be tax-efficient. One of the easiest and most effective ways to cut mutual fund taxes significantly is to hold mutual funds for more than 12 months.

4. Avoid performance chasing and market timing

Using past performance to pick tomorrow's winning mutual funds is such a bad idea that the government requires a statement similar to this: "Past performance is no guarantee of future performance." And market timing (a strategy based on predicting short-term price changes in securities) is something which is virtually impossible to do. The logical alternative to performance chasing and market timing is structuring a long-term asset allocation plan and then staying on the course.

5. Track your progress and rebalance when necessary

Rebalancing is the simple act of bringing your portfolio back to your target asset allocation. Rebalancing controls risk and may reward you with higher returns. Rebalancing forces us to sell high and buy low. We're selling the outperforming asset class or segment and buying the underperforming asset class or segment. That's exactly what smart investors want to do.

6. Tune out the "noise"

Most sales and advertising pitches from brokerage houses and money managers are variations of one single message: "Invest with us because we know how to beat the market." Far more often than not, this promise is fictitious at best and financially disastrous at worst.

Here is a simple guideline: all forecasting is noise. Believing that “It’s different this time” can cause severe financial damage to your portfolio.

7. Master your emotions

When it’s time to make investing decisions, check your emotions at the door. Things such as blindly following the crowd, trying too hard or acting on a hot tip will almost always leave you poorer. Forget the popular but misguided notion that investing is supposed to be fun and exciting. If you seek excitement in investing, you’re going to lose money.

Now choose the best sentence (A, B, C or D) for each question.

15. The highest return on your money that you can possibly earn is _____.

- A. investing in the highest risk stocks
- B. paying your high-interest debts
- C. graduating from the paycheck mentality to the net worth mentality
- D. establishing an emergency fund

16. If you have little knowledge about investment, you’d better _____.

- A. hire an expert to decide for you
- B. follow the crowd
- C. invest in index funds
- D. forget about investment

17. In order to cut the mutual fund taxes greatly, you are advised to _____.

- A. hold mutual funds for more than 12 months
- B. avoid performance chasing and market timing
- C. track your progress and rebalance when necessary
- D. tune out the “noise”

18. The sentence “Past performance is no guarantee of future performance.” means _____.

- A. “It is possible to predict the future performance”
- B. “Past performance can be used to predict the future performance”
- C. “Past performance is reliable to predict the future performance”
- D. “It is unreliable to predict the future performance by consulting the past ones”

19. If someone tells you “Invest with us because we know how to beat the market.”, you should _____.

- A. turn a deaf ear to it
- B. take his advise
- C. believe that it’s different this time
- D. check your emotions at the door

20. A smart investor will do the following things except _____.

- A. selling the outperforming asset class or segment
- B. acting on a hot tip
- C. forget that investing is fun and exciting
- D. invest in the most tax-efficient way possible

Part 4 Questions 21-35. (15 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

The credit crunch of 2007-08 was the third phase of a larger and longer financial crisis. The first phase was the emerging market defaults of the 1990s. The second was the new economy boom and bust at the turn of the century. The third was the collapse of markets for structured debt products, (21) _____ had grown so rapidly in the five years up to 2007.

The manifestation of the problem in each phase was different—first emerging markets, then stock markets, then debt. (22) _____ the mechanics were essentially the same. Financial institutions identified a genuine economic change—the assimilation of some poor countries into the global economy, the opportunities (23) _____ to business by new information technology, and the development of opportunities to manage risk and maturity mismatch more effectively through markets. Competition to sell products (24) _____ wild exaggeration of the pace and scope of these trends. The resulting herd enthusiasm led to mispricing—(25) _____ in asset markets, which yielded large, and largely illusory, profits, of which a substantial fraction was paid to employees.

Eventually, at the end of each phase, reality impinged. The activities that once seemed so profitable—funding the financial systems of emerging economies, (26) _____ start-up internet businesses, trading in structured debt products—turned out, in fact, to have been a source of losses. Lenders had to make write-offs, most of the new economy stocks proved (27) _____ and many structured products became unmarketable. Governments, and particularly the US government, reacted on each occasion by pumping money into the financial system in the (28) _____ of staving off wider collapse, with some degree of success. At the end of each phase, regulators and financial institutions declared that lessons had been (29) _____. While measures were implemented which, if they had been

introduced five years earlier, might (30) _____ the most recent crisis from taking the particular form it did, these responses addressed the particular problem that had just occurred, rather than the (31) _____ generic problems of skewed incentives and dysfunctional institutional structures.

The public support of markets provided on each occasion the fuel needed to stoke the next crisis. Each boom and bust is (32) _____ than the last. Since the alleviating action is also larger, the pattern is one of cycles of increasing amplitude.

I do not know what the epicenter of the next crisis will be, except that it is unlikely to involve structured debt products. I (33) _____ know that unless human nature changes or there is fundamental change in the structure of the financial services industry—equally improbable—(34) _____ will be another manifestation once again based on naive extrapolation and collective magical thinking. The recent crisis taxed to the full—the word tax is used deliberately—the resources of world governments and their citizens. Even if there is will to (35) _____ to the next crisis, the capacity to do so may not be there.

Now fill each gap with the best word (A, B, C or D)

- | | | | |
|---------------------|-------------------|------------------|------------------|
| 21. A. that | B. it | C. which | D. this |
| 22. A. But | B. And | C. Though | D. While |
| 23. A. given | B. offered | C. giving | D. offering |
| 24. A. result to | B. brought up | C. came to | D. led to |
| 25. A. particularly | B. particular | C. in particular | D. particularity |
| 26. A. promote | B. promoted | C. promoting | D. promotes |
| 27. A. valued | B. valueless | C. unvalued | D. invaluable |
| 28. A. wish | B. wishing | C. hoping | D. hope |
| 29. A. learnt | B. taken | C. known | D. understood |
| 30. A. prevent | B. have prevented | C. had prevented | D. prevented |
| 31. A. underlied | B. underlie | C. underlyinged | D. underlying |
| 32. A. smaller | B. bigger | C. larger | D. heavier |
| 33. A. do | B. did | C. does | D. / |
| 34. A. it | B. there | C. this | D. that |
| 35. A. come | B. challenge | C. face | D. respond |

Section Two Words

Questions 36-40. (10 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

- | | |
|-----------------|-------|
| 36. asset | a. 补贴 |
| 37. currency | b. 进口 |
| 38. dilemma | c. 货币 |
| 39. importation | d. 困境 |
| 40. subsidy | e. 资产 |

Section Three Translation (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. The 1990s witnessed considerable currency turmoil, firstly afflicting developed economies with speculative attacks launched against a number of EMS currencies including the British pound, the Italian lira and the Spanish peseta. The EMS crisis was followed by a series of currency and financial crises afflicting emerging market economies. In 1994-95 Mexico suffered what has become known as the 'Tequila crisis', but this proved to be merely a taster for the currency and financial turmoil that was to follow.

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座位号

国家开放大学(中央广播电视大学)2018 年春季学期“开放本科”期末考试

高级商务英语阅读 试题答题纸

2018 年 7 月

题 号	Section One				Section Two	Section Three	总 分
	Part 1	Part 2	Part 3	Part 4			
分 数							

Section One Reading Comprehension (75 points)

得 分	评卷人

Part 1 Questions 1—7. (21 points)

Read the following passage and then match the statements (1—7) to the letter (A, B, C or D).

(3 points each)

1.
2.
3.
4.
5.
6.
7.

得 分	评卷人

Part 2 Questions 8—14. (21 points)

Read the following passage and choose the best sentence (A—G) to fill each of the gaps. (3

points each)

8.
9.
10.
11.
12.
13.
14.

得 分	评卷人

Part 3 Questions 15—20. (18 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

15.
16.
17.
18.
19.
20.

得 分	评卷人

Part 4 Questions 21—35. (15 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

21.
22.
23.
24.
25.
26.
27.
28.
29.
30.
31.
32.
33.
34.
35.

得 分	评卷人

Section Two Questions 36—40. (10 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

36.
37.
38.
39.
40.

得 分	评卷人

Section Three Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41.

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国家开放大学(中央广播电视大学)2018 年春季学期“开放本科”期末考试

高级商务英语阅读 试题答案及评分标准

(供参考)

2018 年 7 月

Section One Reading Comprehension (75 points)

Part 1 Questions 1—7. (21 points)

Read the following passage and then match the statements (1—7) to the letter (A, B, C or D). (3 points each)

- | | | | | |
|------|------|------|------|------|
| 1. B | 2. C | 3. D | 4. B | 5. A |
| 6. D | 7. C | | | |

Part 2 Questions 8—14. (21 points)

Read the following passage and choose the best sentence (A-G) to fill each of the gaps. (3 points each)

- | | | | | |
|-------|-------|-------|-------|-------|
| 8. G | 9. A | 10. E | 11. B | 12. F |
| 13. D | 14. C | | | |

Part 3 Questions 15—20. (18 points)

Read the following passage and choose the best statement (A, B, C or D) for each question. (3 points each)

- | | | | | |
|-------|-------|-------|-------|-------|
| 15. B | 16. C | 17. A | 18. D | 19. A |
| 20. B | | | | |

Part 4 Questions 21—35. (15 points)

Read the following passage and fill each gap with the best word (A, B, C or D). (1 point each)

- | | | | | |
|-------|-------|-------|-------|-------|
| 21. C | 22. A | 23. B | 24. D | 25. A |
| 26. C | 27. B | 28. D | 29. A | 30. B |
| 31. D | 32. C | 33. A | 34. B | 35. D |

Section Two Words Questions 36—40. (10 points)

Match the English words on the left with the Chinese words on the right. (2 points each)

36. e
37. c
38. d
39. b
40. a

Section Three Translation. (15 points)

Translate the following paragraphs into Chinese. (15 points)

41. 20 世纪 90 年代见证了相当大的货币动荡,首先困扰发达经济体的是包括英国英镑、意大利里拉和西班牙比塞塔在内的欧洲货币体系货币的投机性攻击。紧随欧洲货币体系危机之后的是困扰新兴市场经济体的一系列货币和金融危机。1994 - 1995 年,墨西哥遭受了众所周知的“龙舌兰酒危机”,但这被证明仅仅是紧随其后的货币和金融动荡的一个“尝鲜者”。